



# North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

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## MEDIA ADVISORY

- What:** North East ISD and H-E-B partner together and launch “Better Choices for Better Health,” a Health and Wellness project in 10 schools.
- Who:** Former San Antonio Spurs basketball player Bruce Bowen, Drumming with Nina performers, H-E-B representatives, NEISD Superintendent Dr. Richard A. Middleton, Castle Hills Elementary staff, and more than 500 students.
- When:** Tuesday, October 12, 2010, 9 a.m.
- Where:** Castle Hills Elementary, 200 Lemonwood. **Media will need to check-in at the school's front office. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.**
- Why:** To combat the rising prevalence of childhood obesity and diabetes in Texas schools, NEISD and H-E-B have partnered to launch a pilot program in 10 schools aimed at teaching students about the importance of health and wellness. The project “Better Choices for Better Health” was created to teach students how to make better food choices, the benefits of healthy eating and the importance of daily physical activity. The project will also get parents and school staff involved in making healthy choices and changes.
- Visuals:** The initiative will kick off with a pep-rally style celebration that includes an appearance by former Spurs player Bruce Bowen and a performance by Drumming with Nina, a percussion group who has developed a musical program aimed at getting children physically active.
- Other:** Throughout the year-long pilot program, the health of students, parents and school staff will be assessed and measured. **As an added incentive for participating fully in the project, H-E-B will award the school that demonstrates the best results a financial gift of \$5,000. It will also recognize an additional school campus that goes above and beyond to get its school community involved with a \$5,000 gift.** The 10 schools participating in the pilot project are Castle Hills, Colonial Hills, Dellview, Jackson-Keller, Olmos, Ridgeview, and West Avenue elementary schools; Nimitz, and Jackson middle schools, and Lee High School.

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### About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at [www.neisd.net](http://www.neisd.net).

### About H-E-B

H-E-B, with sales of more than \$16 billion operates 329 stores in Texas and Mexico. Known for its innovation and community service, H-E-B is celebrating its 105 anniversary in 2010. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at every day low prices. Based in San Antonio, H-E-B employs more than 76,000 Partners and serves millions of customers in more than 150 communities. For more information, visit [www.heb.com](http://www.heb.com).